



## Guideline for Writing an Exposé for the Master Thesis

### Reason

An Exposé helps the student to think about the central aspects of his/her Master Thesis in a written form. As such, the Exposé timely shows conceptual and logical weaknesses of the thesis and reduces potential problems. Moreover, the Exposé enables the supervisor to take a closer look on the feasibility and structure of the thesis. This reduces the probability of misunderstanding the topic.

### Amount and Design

The Exposé has to be handed in not later than two months after the notification of acceptance. The Exposé should be about 3 to 5 pages and has to contain the following components:

#### Subject/Objective/Research Questions

What is the research question? What is the main contribution to the current scientific discussion? Which empirical solutions, conceptual frameworks or implications will be created?

- In case of a topic given by the supervisor, it should be particularly addressed how the topic is understood and narrowed.
- In case of a topic proposed by the student himself/herself, particular attention should be given to explaining the topic as well as the existing research gap to be filled with the thesis.

#### Literature Review

Explain the current state of literature work in this research area. List the most important sources and papers you have found so far.

#### Method

What method is used to answer the research question?

- **In case of a theoretical topic**, the theoretical foundation has to be clearly shown. Please indicate potential challenges regarding the models you might be opposed to.
- When writing the thesis **in cooperation with a company**, it is important to consider the economic theory, too. Please keep in mind that we evaluate your work and not your contact person in the company.
- **For empirical studies**, the following questions must be answered:
  - Which data is needed (type and scope)? How is data collected (e.g. questionnaire)?
  - What is the sample size? According to which criteria did you choose your sample?
  - What empirical method will be used to analyze the data?

#### Schedule

Outline your timeline for your research project.

#### Short Outline

Please include the table of contents of the thesis. Keep in mind that the research question should compromise the main part of the thesis (also with respect to the number of pages).